

## **Do Trademark Lawyers Matter?**

From the [somewhat] self-serving, but nonetheless useful information department. <G>

A recent study shows that hiring an experienced trademark attorney to guide you through the trademark registration process can give you a better chance of filing a successful application. The researchers found that 82% of applications submitted by attorneys were published by the USPTO, meaning the applications received preliminary approval for registration. Trademark applications filed by non-attorneys, on the other hand, only had a 60% publication approval rate.

Other data found by the study:

Successful registrations: 60% filed by attorneys; 42% by non-attorneys (lower numbers in both categories likely due to large number of intent-to-use applications that never get used)

Where an Office Action is issued by the USPTO: 72% published if represented by attorney, 45% published where no attorney.

Where an opposition is filed upon publication: 49% register when represented by attorney, 34 % register with no attorney.

“These data suggest that the presence of a lawyer made a meaningful difference,” the researchers wrote.

See the entire paper at

[http://www.jpmpc-law.com/uploads/3/1/9/1/3191343/do\\_trademark\\_lawyers\\_matter.pdf](http://www.jpmpc-law.com/uploads/3/1/9/1/3191343/do_trademark_lawyers_matter.pdf).

For additional information about Trademarks see “Short Course in Trademarks” at

[http://www.jpmpc-law.com/uploads/3/1/9/1/3191343/short\\_course\\_in\\_trademarks.pdf](http://www.jpmpc-law.com/uploads/3/1/9/1/3191343/short_course_in_trademarks.pdf).